

New Mail

September 25, 1995

TO: Regional Sales Managers

RE: **DORAL Follow-up - '96 Planning Meeting**

In one of our breakout sessions, someone suggested that we summarize the support planned on DORAL, both at retail and behind the scenes as a means of reinforcing the continued investment strategy on the brand.

We thought that was an excellent idea so, attached is a summary of DORAL's '96 plan. On one page is a '96 tactical calendar followed by the summary of '96 vs. '95 key plan highlights (offers, PV, etc.).

Please call either one of us with follow-up questions or if you want more information.

Doug

D. W. Shouse

Charlie

C. M. Davis

ps

Attachment

cc: G. C. Pennell
J. W. Best
P. J. Cundari
R. M. Sanders
D. L. Wilmesher

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DORAL '96 vs. '95 Plan Support (Preliminary)

<u>Retail Promotion</u>	<u>1995</u>	<u>1996</u>
• Workplan Pack Promotions	4	5*
• Supermarket Promotions	4	4
• Cigarette Outlet Promotions	2	4**
Promoted Volume (MM)	2,651	3,133
<u>Retail Consumer Pricing PV</u>	<u>15,730</u>	<u>14,533</u>
Retail % PV	66.1%	58.7%

Consumer Pricing Reserve		
- PV (MM)	1,200	2,200
- % PV	4.3%	7.3%
Total Retail With Reserve	70.4%	66.0%

Other Promotions (MM)

DORAL & Co.***		
- Franchise Defense	1,348	1,097
- Volume Building	819	1,191
Media Promotions	400	600
Total Other PV	2,567	2,888
% PV	9.2%	9.6%
Total Promoted Volume	18,297	17,421
% PV	65.8%	57.9%

* (Except SSA, Houston region which have 4 promotions.)

** Carton and package with continuity overlays.

*** 50% of total DORAL & Co. PV due to assumed duplication at retail.

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1996 DORAL Plan (Preliminary)

Tactical Plan Summary

	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
Retail												
National Promotions												
- Priority (3x)			X					X				X
- Threshold (2x)												
- Low (1x)												
Partners Promotions					X				X			
DPC			X		X			X				
POS	X						X					
PDI												
Advertising												
Print (Nat'l.)												
OOH (65% U.S.)												
(10% U.S.)												
Media-delivered Promotion												
		X (reg.)			X (nat'l.)			X (reg.)				
DORAL & Co.												
- Core Franchise	X			X			X			X		X
- Occasional Users	X		X	X		X	X			X		X
- Competitive Smokers	X		X		X		X					